

SYSTEM AND METHOD FOR TRACKING CONTENT COMMUNICATED OVER NETWORKS

ABSTRACT

5 A system, apparatus and method for tracking content communicated over a
network. Users can have content registered and tracked in order to show the popularity of
the content for a community of users. Content transmitted over the network is marked and
registered such that subsequent transmission, such as through message forwarding, can be
recognized as the messages proliferate the network. A bonus or other reward may be
provided to users whose content proves to be popular, which can be determined by the
10 number of times the content was transmitted and/or forwarded.